

Autumn  
and Winter  
fashions  
for the

*Shorter Woman*



If you're about five-foot-two

**Eastex**

is designed for you



1962



# Eastex sets the style for AUTUMN

Styling, as ever, is the keynote to the new collection, with the added luxury of a wider and more varied use of really superb furs.

Rich, warm coats and suits, and beautifully fashioned dresses designed exclusively for the elegant shorter woman, claim a dominant position this season, all in a variety of styles and finest quality materials, tailored to a degree of excellence which guarantees perfect fit.

And, following their success in the Spring, the popular "Miss Eastex" styles now make their first Autumn appearance.

Owing to lack of space, it is only possible to show you a selection of the many styles which make up the Eastex collection. We do advise you to view them just as soon as you can at your stockist (see enclosed list), so that you will have the fullest possible choice at your fingertips.

## On the Front Cover

**2533 (left)** Cut on fuller lines, this two-tone wool and worsted curl boucle swagger features dyed China Mink or Marmot collar. Colours include Brown, Grey, Red. 6 to 8. In Marmot 24 gns. In China Mink 30 gns.

**2940 (right)** Pocket outlining in braid and Persian Lamb collar lend an air to this two-tone curl boucle suit. Colours include Blue, Chestnut, Moss, Cyclamen. 5 to WX. 27 gns. \*M

**2160 (left)** All-occasion coat in two-tone diagonal curl boucle with collar outlined in wool braid. Colours include Brown, Green, Red, Royal. 7 to 9. About £20/9/6.

**2101 (right)** Appealing swagger in blended wool and mohair pile coating with the new collar line. Colours include Tabac, Sapphire, Carnation, Royal, Blue, Charcoal and Fir Green. 5 to 7. About £19/10/0.

**Eastex '52', C.P.O. Box 617, Wellington**

## Magilock

adjustable waistband (British Patent 766573)

Most Eastex suits have the "Magilock" Adjustable Waistband. Ensures a perfect, snug fit. Where "Magilock" is fitted, the descriptive matter carries this mark: \*M





Also  
**Eastex**



**2452** Captivating Miss Eastex coat in all-wool velour with bracelet collar of Greenland squirrel. Colours include Havana, Tyrian Blue, Fern Green, Carnation, Royal, Black Tulip, Beige, Camel. 5 to 8. About £25/10/0.



\*M means Magilock adjustable waistband

**2715** The lovely touch of velvet on collar and pockets distinguishes this suit of two-tone curl boucle suiting. Colours include Blue, Chestnut, Moss, Cyclamen. 7 to SW. About 21 gns.

\*M



\$5  
LB

**2402** Luxurious Lucca Lamb styles the collar of this chic swagger. Colours include Grey, Green, Royal, Blue. 7 to SW. About £25/10/0.





**2551** Luxurious wrap-over style in black and coloured lustre curled boucle with Persian Lamb. Colours include Copper, Emerald, Silver and Royal. 7 to SW. About 35 gns.



**2034** For formal and informal occasions, this attractive coat in wool and mohair brushed check tweed, and colours include Blue, Brown, Green and Grey. 6 to 9. About £17/7/6.



**2116** Graceful flowing coat cut on full lines in two-tone wool and worsted curl boucle. Colours include Blue, Brown, Green and African Violet. 6 to 8. About £17/19/6.





**2552** Persian Lamb teams with all-wool diagonal coating to fashion this special swagger in colours including Tabac, Olive, Blue, Carnation and Black Tulip. 7 to 9. About £29/19/6.



**2015** All-wool velour styles this flattering swagger in colours which include Green, Brown, Red, Blue, Violet, Carnation, Royal, Black Tulip, Beige and Camel. 6 to 9. About 18 gns.



THE LABEL OF LUXURY



**2790** The latest in style, this suit in all-wool and worsted curl boucle suiting with fancy stitching finish. Colours include Antelope, Olive, Black, Royal. 6 to 8. About £19/10/0.





**2000** Elegant air created by two-tone curl boucle with neat pocket finish. Colours include Grey, Royal, Moss and Violet. 6 to 8. About £17/19/6. *Also similar style (2046) in all-wool velour. About 18 gns.*



**2474** Flattering soft-shouldered swagger in all-wool velour. Colours include Royal, Black Tulip, Cobalt Blue, Beige, Moss, Havana, Carnation and Camel. **2474** with Peter Pan collar of Beaver Lamb. About £23/12/6. **2478** with roll collar of Beaver Lamb. About 24 gns. Both 6 to 8.



**2756** In fine worsted Charmelaine, this exceptional suit has inverted pleats at both back and front. Colours include Olive, Antelope, Royal and Black. 7 to 9. About £20/9/6.

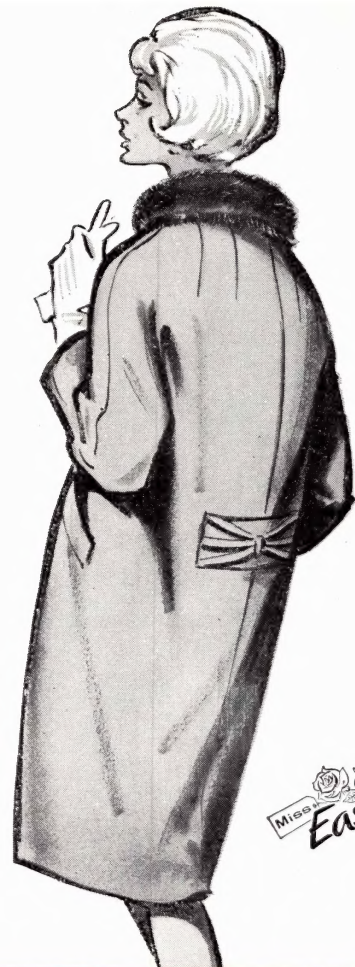




**2463** Distinctive full swagger in two-tone curl boucle with collar of Indian Lamb. Colours including Royal, Violet and Black/Grey. 7 to SW. About £27/15/0.



**2886** Sophisticated seven-eighths suit of two-tone curl boucle suiting. Skirt has back vent. Colours include Blue, Chestnut, Moss, Cyclamen. 6 to 9. About 21 gns.



Miss Eastex

**2428** Youthful Miss Eastex swagger in all-wool velour and bracelet collar of dyed marmot. Colours include Havana, Moss, Tyrian Blue, Carnation, Royal, Black Tulip, Beige and Camel. 5 to 8. About £23/5/0.





**2406** Lucca Lamb bracelet collar adds richness to this casual coat in soft all-wool velour. Colours include Fern Green, Havana, Tyrian Blue, Midnight, Royal, Black Tulip, Beige and Camel. 7 to 9. About £23/12/6. Available also in Mohair in many fashion colours.

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**2162** A stroller of style from the Miss Eastex range, in two-tone diagonal curl boucle with wool braid trim. Colours include Brown, Green, Red, and Royal. 5 to 8. About 18 gns.



**2201** Wool fringing complements the collar of this smart coat in black and coloured lustre curl boucle, and colours including Copper, Emerald, Royal, Silver. 5 to 8. About £20/9/6.





**2001** Chic swagger coat in cosy two-tone curl boucle. Colours include Brown, Moss, Royal and Black/Grey. 6 to 8. About £19/2/6.



**2990** Braid buttons harmonise with pocket motif of this seven-eighths suit of luxurious two-tone diagonal curl boucle with Persian Lamb collar. Colours include Brown, Green, Red and Royal. 6 to SW. About 30 gns.



Miss Eastex

**2526** A dyed China Mink collar adds charm to this Miss Eastex swagger in soft all-wool velour. Colours include Royal, Black Tulip, Cobalt Blue, Beige, Moss, Havana, Carnation and Camel. 5 to 8. About £26/15/0. Also available in Mohair.





Miss Eastex

\*M means Magilock  
adjustable waistband



Eastex

It is with great pleasure that we again offer you an unsurpassed collection of Jersey suits and dresses available from the stockists listed with this brochure. However, we suggest that you are early in order to see the full range.

There is only space to show you nine of the widely different styles which await your approval at prices from £11/5/0.

**2912** Delightful double-breasted suit from the Miss Eastex range, styled from Merino wool suiting with small curl effect, the collar of Greenland Squirrel. Colours include Blue, Havana, Sage and Slate. 5 to 8. About £25/5/0.

**2930** Classic suit highlighted by striped Marmot collar. From Merino wool suiting with small curl effect. Colours include Havana, Sage, Smoke Blue and Slate. 6 to 9. About £27.

\*M



In this new range of unlined Jerseys, we present exciting styles in a choice of new season's colours, in Piqué, Miniature Check, Bourrelet, and the new Jewel Jacquard.

# STYLES in JERSEY

If you're 5' 2" or thereabouts EASTEX is designed for you



There's joy in Jersey . . .  
especially for Autumn

**JD 696** Available in miniature check double knit Jersey in Royal, Peacock, Chestnut, and Black/White. Sizes 36 to 40 about £12/15/0; 42 to 46 about £13/9/6.

**J 318** Available in plain double knit Jersey in Frigate Blue, Van Dyke Brown, Peacock, Tree Fern, and Bamboo. Sizes 6 to 8. About £15/15/0.





AUTUMN  
STYLES  
in JERSEY



**J 321** Available in plain double knit Jersey in Bamboo, Mid Grey, Frigate Blue, Fern Green, Van Dyke Brown, Dark Grey, Royal and Peacock. Sizes SW. to WX. About £16/19/6.

**J 319** Available in plain double knit Jersey in Bamboo, Mid Grey, Brown, Forest Green, Van Dyke Brown, Tree Fern, Golf Beige, and Navy. Sizes SW. to WX. About £16/19/6.

**J 309** Available in Midnight, Chestnut, Grey, Green, Red and Violet. Sizes 5-9 about £15/15/0; SW. to WX. about £16/19/6.





AUTUMN  
STYLES  
in JERSEY

if you're about 5' 2"

**Eastex**

is designed for you

**JD 692** Available in plain double knit in Royal, Carnival, Nutmeg, and Snow Brown. Sizes 38 to 42. About £11/5/0.

**JD 691** Available in plain double knit Jersey in Arctic White, Tree Fern, Jug Brown, London Blue and Snow Brown. Sizes 36 to 40. About £12/12/0.

**JD 694** Available in Jewel Jacquard in Chestnut, Grey, Midnight, Violet, and Green. Sizes 38 to 44. About £14/3/6.





AUTUMN  
STYLES  
in JERSEY

**J 303** In Chestnut, Peacock, Royal, Lilac, Green, Navy, Black/White and Grey. Sizes 5 to 9 about £15/15/0; W. to OS. about £16/19/6.



Eastex is the only truly specialised range of garments scaled and styled for the woman of 5' 2" or thereabouts. Look for this label — it guarantees your satisfaction.



**723** A dress with a very special air, in worsted crepe trimmed with braid button. Colours including Black, Smoke Blue, Sea Haze, Spice, Club Green and Moss. 38 to 40. About 10 gns.



**725** Matching satin, hand-beaded, trims this graceful dress of fine worsted Georgette. Colours include Black, Dark Grey, Beaver, Bronze, Ultramarine and Forest Pine. 42 to 44. About 15 gns.





**705** A delight in Arnel Pleated Jersey. Colours include Beige, Topaz, Black, Red. 36 to 40. About £7/17/6.



**758** A flattering style from Worsted/Crystal Jersey, in colours including Blue, Brown, Green. 36 to 40. About 15 gns.



**746** Designed for style, this Double-knit Jacquard Worsted Jersey dress. Colours include Green, Brown, Royal. 38 to 42. About £11/19/6.



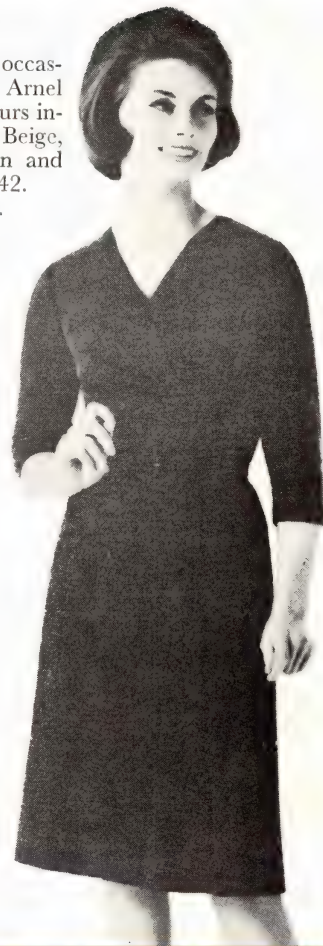
711 A picture of elegance in attractive plain colours including Cobblestone, Black, Taupe, Blue Indigo, Reseda. 40 to 42. About £9/15/0.



726 A best-occasion dress in all-wool in Mink, Smoke, Cherry, Moss, Royal. About £9/19/6.



714 Ideal all occasion dress in Arnel Jersey. Colours include Blue, Beige, Topaz, Green and Red. 40 to 42. About 6 gns.



If you have a friend who would like a copy of these Brochures write to:

EASTEX '52'  
C.P.O. Box 617  
WELLINGTON

enclosing name and address.

*Eastex* AUTUMN AND WINTER FASHIONS 1962



# Autumn - Winter Winners

WITH THE EXCITING 1962  
PERFECTIONIST LOOK BY

## GOR-RAY



DEAR MADAM:

WE ARE GLAD OF THE OPPORTUNITY TO  
DRAW YOUR ATTENTION TO THE FASCINATING NEW  
COLLECTION OF GOR-RAY SKIRTS AND SLACKS FOR  
THE COMING SEASON.

GOR-RAY AS YOU KNOW IS THE WORLD'S  
BEST AND BIGGEST SELLING SKIRT. ITS THE SKIRT  
OF INTERNATIONAL FAME FAVOURED IN AMERICA,  
FRANCE, ITALY, GERMANY AS WELL AS ENGLAND,  
AUSTRALIA AND NEW ZEALAND. FOR 1962 GOR-RAY  
HAS CREATED THE PERFECTIONIST LOOK IN SKIRTS  
AND SLACKS. WITH SO MANY LOVELY STYLES, GOR-  
RAY SHOW YOU A WHOLE NEW FASHION WAY OF LIFE.  
THE CUT, THE FIT, AND THE FINISH OF GOR-RAY  
SKIRTS AND SLACKS IS PERFECTION.

YOU'LL BE SURE TO FIND YOUR KIND OF  
SKIRT IN GOR-RAY'S 1962 "PERFECTIONIST LOOK"  
COLLECTION. GOR-RAY SKIRTS AND SLACKS GET FULL  
MARKS FOR SMART GOOD LOOKS IN EVERY SETTING.  
CAREER GIRLS ARE SIMILARLY SMART IN GOR-RAY.  
THEY CREATE NEW ELEGANCE AND FREEDOM ON THE  
GOLF LINKS. THERE SUCH AN ARRAY OF BEAUTIFUL  
NEW FABRICS AND COLOURS TO MATCH AND TONE WITH  
ANYTHING IN YOUR WARDROBE. GOR-RAY TERYLENE  
AND WORSTEDS ARE A FASHION TRIUMPH. AND OF  
COURSE THERE ARE FABULOUS PURE WOOL SKIRTS  
BY GOR-RAY IN THE NEW PERFECTIONIST LOOK FOR  
1962.

BE SURE TO SEE THESE NEW GOR-RAY  
SKIRTS IN YOUR FAVOURITE FASHION STORE. THEY  
ARE ON DISPLAY NOW. AND REMEMBER WHATEVER YOUR  
PREFERENCE, WHATEVER YOUR SIZE, THERES A GOR-  
RAY SKIRT FOR YOU.

YOURS FAITHFULLY,  
GOR-RAY

MADE UNDER LICENSE BY FASHIONS LIMITED, NEW  
PLYMOUTH.

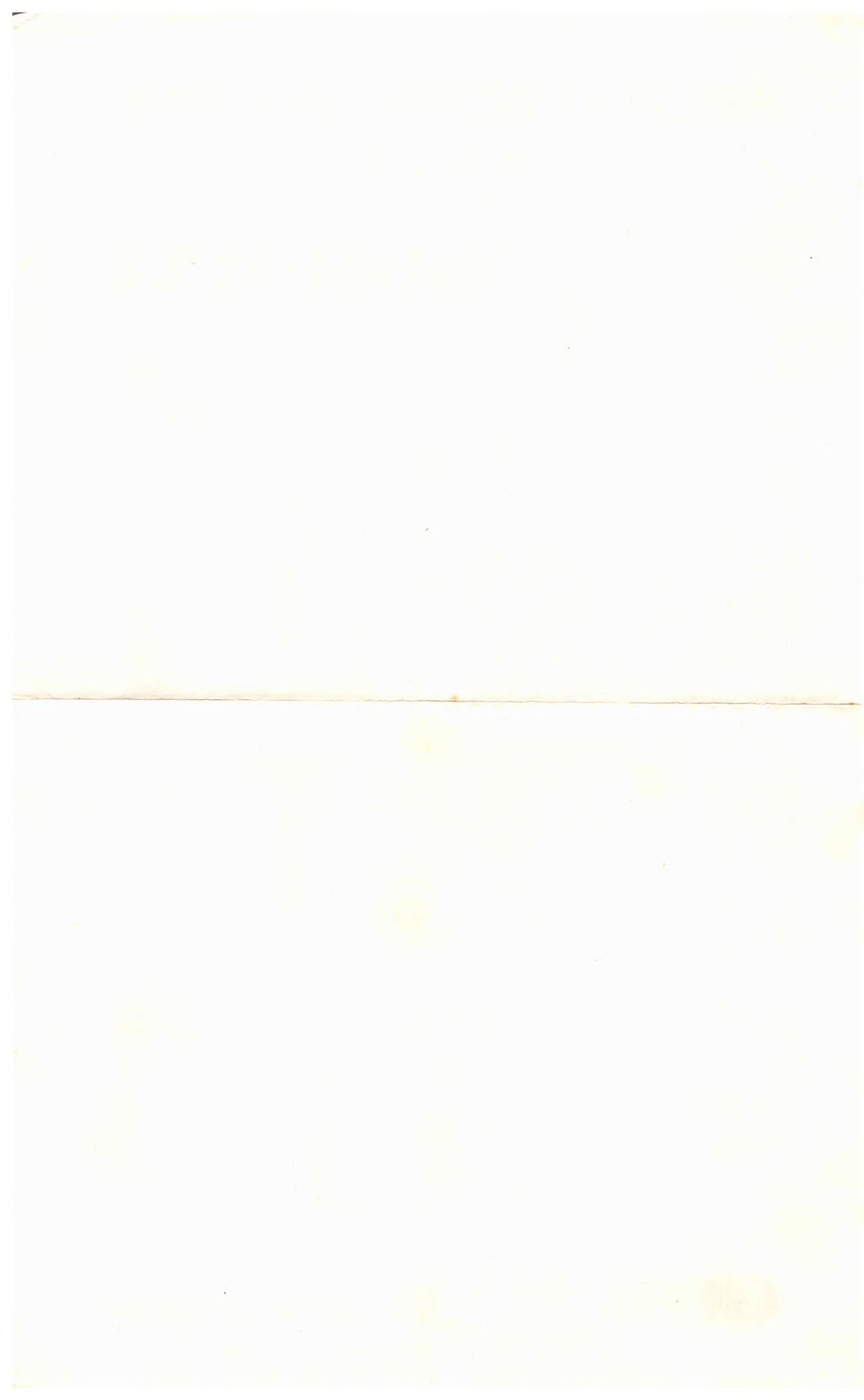
BE SURE TO SEE  
THESE NEW GOR-RAY  
SKIRTS AND SLACKS  
ON DISPLAY



## GOR-RAY

skirts one better!







### CANTERBURY AND WEST COAST

**Ashburton:**

Beaths Ltd.  
N.Z.F.C.A. Ltd., East Street

**Christchurch:**

T. Armstrong & Co. Ltd., Cnr. Armagh and  
Colombo Streets  
J. Ballantyne & Co. Ltd., Cashel Street  
Beath & Co. Ltd., Cashel Street  
Butterfields, High Street  
D.I.C. Ltd., 154 Cashel Street  
Hays Ltd., Gloucester Street  
N.Z.F.C.A. Ltd., Cashel Street  
Salon Celia, 115 Cashel Street

**Greymouth:**

Trumans Ltd., Mackay Street

**New Brighton:**

Beaths Ltd.

**Temuka:**

Morrisons Cardigan Shop, King Street

**Timaru:**

Beath & Co. Ltd.  
J. Ballantyne & Co. Ltd., Stafford Street  
C.F.C.A. Ltd., Beswick Street  
Colin Don Ltd., 210 Stafford Street  
Hays Ltd., Stafford Street

**Waimate:**

C.F.C.A. Ltd., Queen Street

**Westport:**

T. A. Dellaca Ltd., Palmerston Street

### NELSON AND MARLBOROUGH

**Blenheim:**

N.Z.F.C.A. Ltd.  
J. E. Thomas's Ltd.  
Wright Stephenson & Co. Ltd.

**Motueka:**

J. Assaf Ltd., 149 High Street  
Barbara Bobbs Ltd., 130 High Street

**Nelson:**

Claire Marsack Ltd., 56 Bridge Street  
Fashion Centre, 78 Bridge Street  
Jays Ltd., 110 Bridge Street  
Louisson's Ltd., 237 Trafalgar Street  
McKay & Son Ltd., 68-72 Bridge Street  
Wright Stephenson & Co. Ltd., Trafalgar Street



# If you're about five-foot-two "EASTEX" is designed for you

## OTAGO AND SOUTHLAND

### **Balclutha:**

Carolyn Gowns, Clyde Street

H. & J. Smith Ltd., Tay Street

Thomson & Beattie Ltd., Tay Street

### **Dunedin:**

Arthur Barnett Ltd., 266-267 George Street

D.I.C. Ltd., George Street

D.S.A. Ltd., 212-224 George Street

J. K. Dolan Ltd., 328 George Street

Hays Ltd., Princes & George Streets

Mademoiselle Modes, 254 George Street

### **Milton:**

James Gray & Son, Union Street

### **Oamaru:**

Hays Ltd., Thames Street

Exclusive Gowns

N.O.F.C.A. Ltd., Thames Street

Miss J. Russell, 72 Thames Street

### **Gore:**

H. & J. Smith Ltd., Main Street

### **Invercargill:**

D.I.C. Ltd., Tay Street

Fashion Centre, 62 Tay Street

### **Queenstown:**

Exclusive Gowns



If you have a friend who would like a copy of the "Eastex" Brochure write to  
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